

What Would Google Do?

Jeff Jarvis

GoogleTM rules



New relationship

- **Give the people control, we will use it**
- **Dell hell**
- **Your worst customer is your best friend**
- **Your best customer is your partner**



New ethic

- **Make mistakes well**
- **Life is a beta**
- **Be honest**
- **Be transparent**
- **Collaborate**
- **Don't be evil**



New attitude

- **There is an inverse relationship between control and trust**
- **Trust the people**
- **Listen**

—David Weinberger



New architecture

- **Join a network / Be a platform**
- **The link changes everything**
- **Do what you do best and link to the rest**
- **Think distributed**



New publicness

- **If you're not searchable, you won't be found**
- **Everybody needs a little SEO**
- **Life is public, so is business**
- **Your customers are your ad agency**



New speed

- **Answers are instantaneous**
- **Life is live**
- **Mobs form in a flash**



New economy

- Small is the new big
- Manage abundance (not scarcity)
- Join the open-source, gift economy
- **The mass market is dead—long live the mass of niches**
- Google commodifies everything
- Welcome to the Google economy



New business reality

- **Atoms are a drag**
- **Middlemen are doomed**
- **Free is a business model**
- **Decide what business you're in**



New society

- **Elegant organization**

—Mark Zuckerberg



New imperatives

- **Beware the cash cow in the coalmine**
- **Encourage, enable, and protect innovation**
- **Simplify, Simplify**
- **Get out of the way**

—Craig Newmark



If Google[™] ruled the earth



Media

- The Google Times
 - Newspapers, post-paper
- Googlewood
 - Entertainment, opened up
- GoogleCollins
 - Killing the book to save it



Advertising

- And now a word from Google's sponsors
 - Is advertising replaced by quality and service. Are the customers the ad agency?



Retail

- Google Eats
 - A business built on openness
- Google Shops
 - A company built on people



Utilities

- Google Power & Light
 - What Google would do
 - GT&T
 - What Google should do
- Imagine a cable company as a platform for what we want to do.



Manufacturing

- The Googlemobile
 - From secrecy to sharing:
Opening up the design process
- Google Cola
 - We're more than consumers



Service

- Google Air
 - A social marketplace of customers:
Can an airline become a publisher for its wise crowd?
- Google Real Estate
 - Information is power
Eliminating the middlemen—or making them add real value



Money

- Google Capital
 - Money makes networks
The Googliest job
- The First Bank of Google
 - Markets without middlemen
Open Bank, the transparent institution, the only bank you can trust



Public welfare

- St. Google's Hospital
 - The benefits of publicness
- Google Mutual Insurance
 - The business of cooperation



Public institutions

- Google U
 - Opening education
- The United States of Google
 - Geeks rule



Exceptions

- PR and lawyers
 - Hopeless
- God and Apple
 - Beyond Google?
 - Is Apple the great exception or is it Googley?



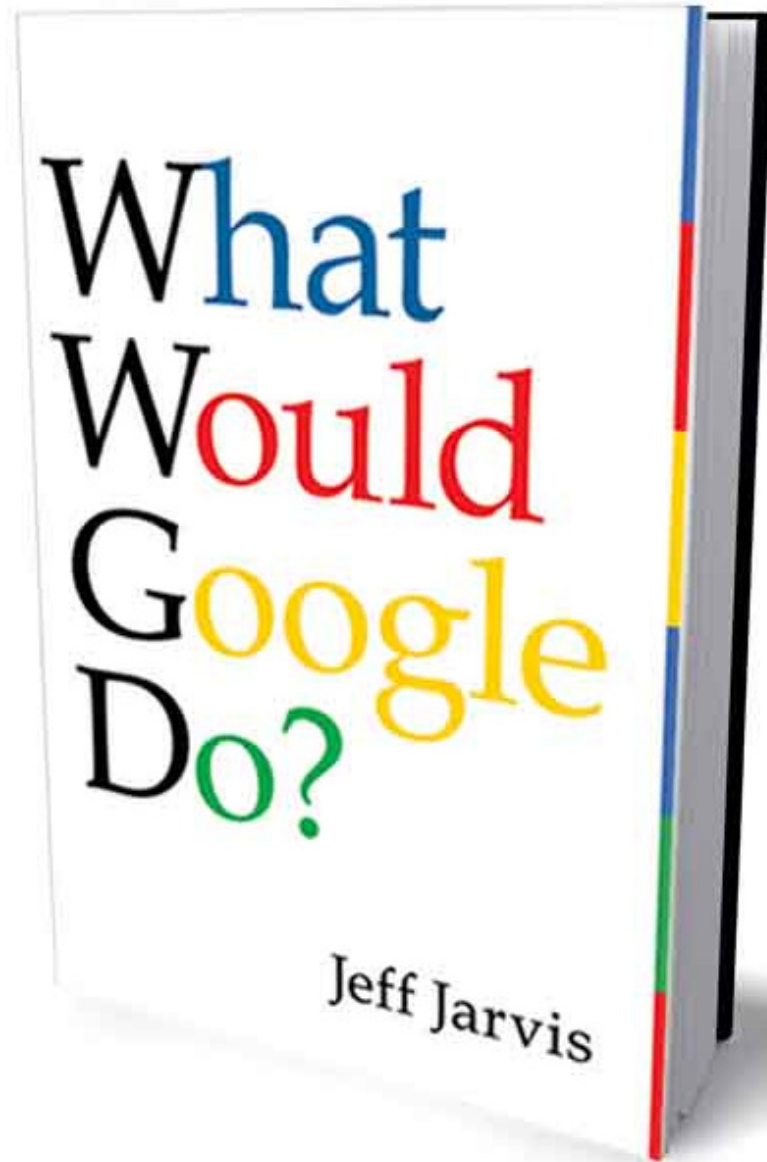
Generation Google™



Generation Google and the impact on:

- Friendship
 - We stay linked forever
- **Publicness**
 - Is privacy over?
- Thought
 - Does the internet make us smarter?
- **Politics and government**
 - Is this the transparent administration?
- Talent
 - This is the creation generation





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